

Governor's Local Issues Conference

2022

Tourism Economic Impact



Tourism Economic Impact 2021

**The Tourism Industry
generated 11.2 billion and
83,100 jobs in 2021**



Tourism Economic Impact 2021

- According to a study from Tourism Economics, in 2021, travel confidence rebounded from the COVID-19 pandemic in Kentucky, with total visitation recovering to approximately 96% of 2019 volumes
- Visitor trips to the commonwealth reached 70.5 million, generating \$808 million in state and local taxes, which is a \$462 tax savings for every household in Kentucky



KDT Marketing Campaigns



2021 Marketing Campaigns

- KDT ran 16 marketing campaigns in 28 markets!
- The campaigns included in this study produced an additional 4.1 million trips to Kentucky, that otherwise would not have materialized in the absence of advertising.
- 2.7 million of those incremental trips were from existing markets, and 1.4 million from new markets.



2021 Marketing Campaigns

- Looking at total markets, KDT spent \$2.00 for every incremental trip taken.
- This translates into a return on investment of \$66 in visitor spending for each ad dollar spent (overall).
- This is the best result in the four years Kentucky has conducted this survey with Longwoods!



Marketing Campaigns

SITUATIONAL ANALYSIS

OBJECTIVES


STRATEGY

EXECUTION

RESULTS

TEAM KENTUCKY

OUT-OF-HOME




Come see for yourself.

Kentucky

KENTUCKYTOURISM.COM

Snowbird Travelers


NATIVE ADS



Ad by Travel Kentucky Agency

Enjoy Endless Family Fun


Discover horses, adventure and wide-open spaces. This is Kentucky – Come see for yourself!



Ad by Travel Kentucky Agency

Explore Local Culture

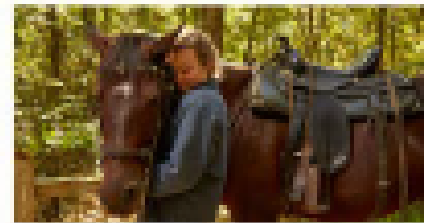
Discover horses, history and wide-open spaces. This is Kentucky – Come see for yourself!



Ad by Travel Kentucky Agency

Your Best Stop on the Way

Discover horses, bourbon and wide-open spaces. This is Kentucky – Come see for yourself!



Ad by Travel Kentucky Agency

Make it a Trip to Remember

Discover horses, bourbon and wide-open spaces. This is Kentucky – Come see for yourself!

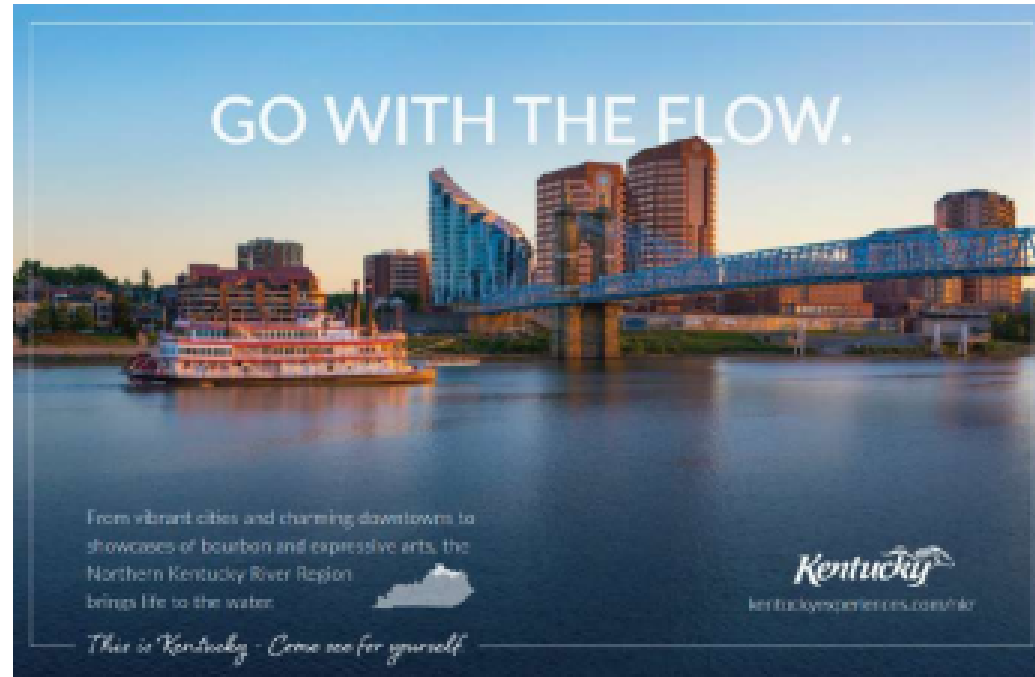
LatinX Travelers

Black Travelers

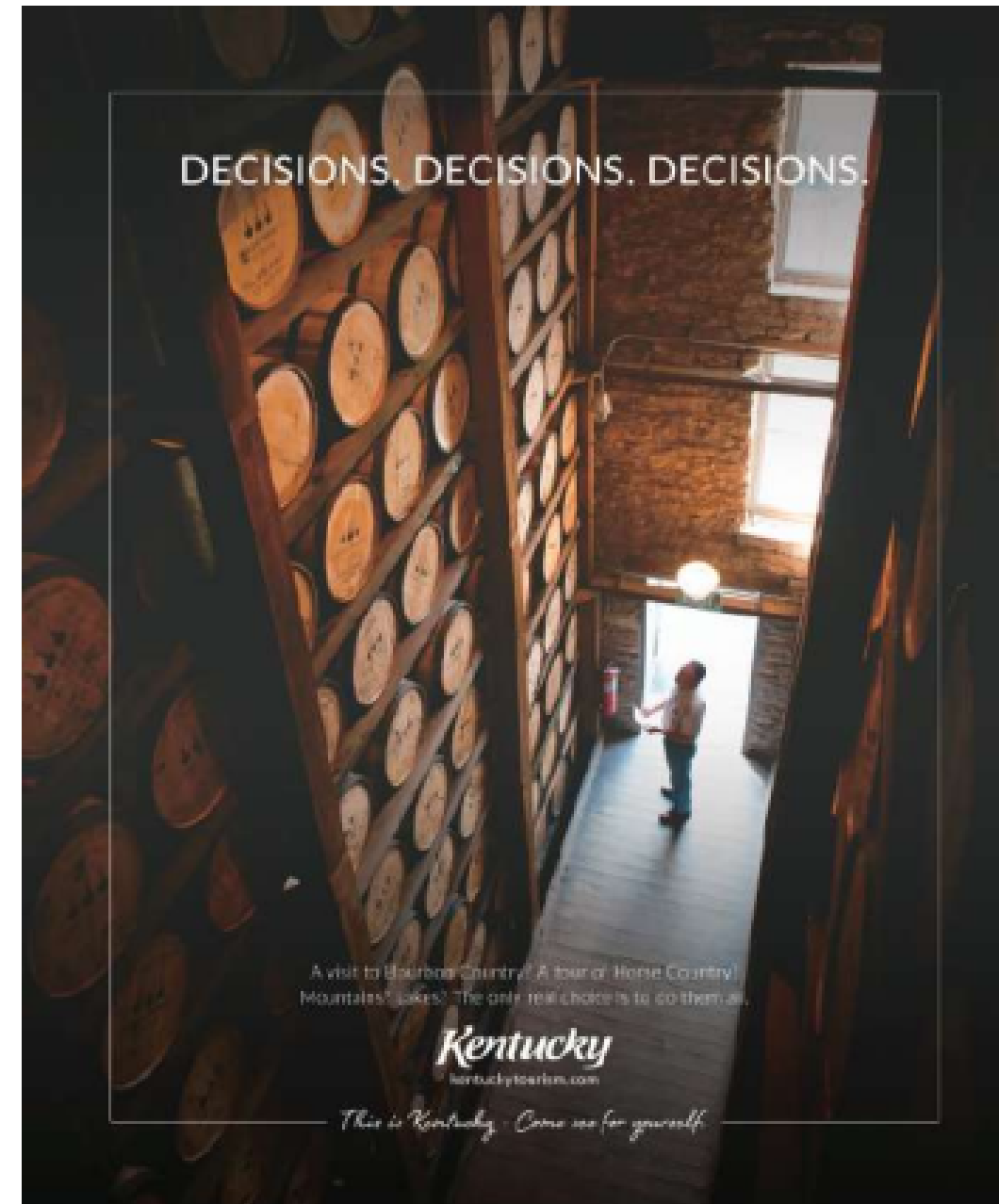
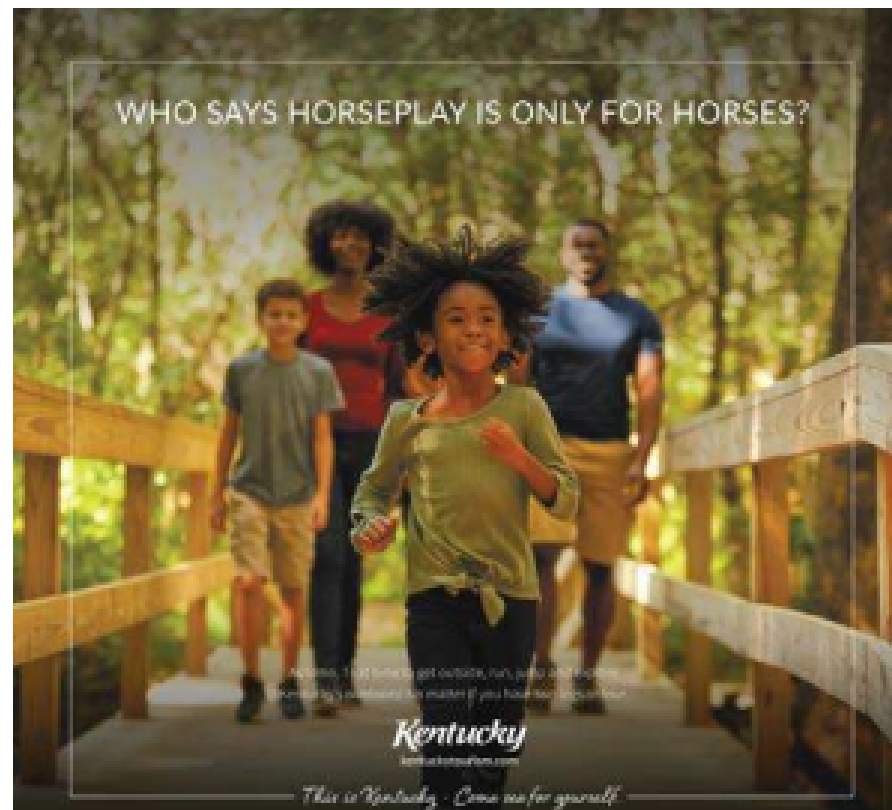
Snowbird Travelers

Family Travelers in New Markets

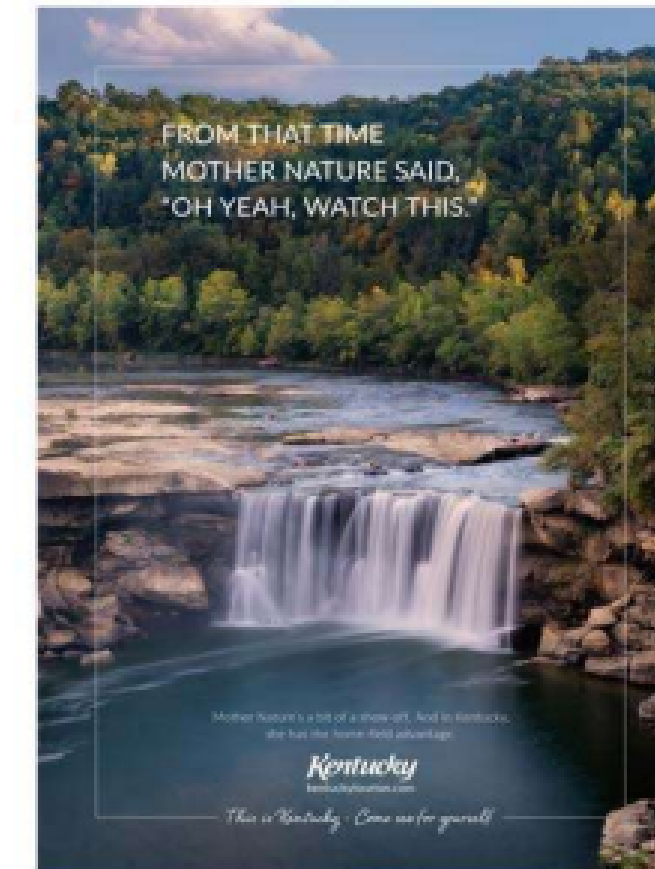
Marketing Campaigns



Regional NKR - Print



CARES Family Traveler - Print 1



Fall AOR - Print 2

ARPA Funding



ARPA/SLFRF Funding

Pool #1

\$15 Million
**For marketing and promoting
tourism in Kentucky**

Pool #2

\$25 Million
**Distributed to tourism commissions
for marketing communities**

Pool #3

\$25 Million
**Distributed to tourism commissions
for attracting meetings and
conventions**

Pool #4

\$10 Million
**Distributed to tourism commissions
for multi-jurisdiction collaborative
destination marketing**

Applications, affidavits and other resources can be found on the Industry webpage at: kentuckytourism.com/industry



BRANDING & ASSETS

BRAND GRAPHIC STANDARDS

TOURISM SIGNAGE



PROGRAMS

ARPA

MATCHING FUNDS PROGRAM



TRAINING

LISTING/EVENTS TRAINING

EVERYONE WELCOME TRAINING



TOURISM RESOURCES

RESEARCH

KDT STAFF DIRECTORY

Timeline

Pool #2 - \$25 Million to DMOs

- Monday, August 1: Applications open
- Friday, August 26: Applications close
- Monday, August 29: Application review process begins
- September: Contracts signed, checks begin being issued

Pool #3 - \$25 Million for Meetings & Conventions:

- Monday, August 8: Applications open
- Friday, September 2: Applications close
- Week of September 5: Application review process begins
- September/October: Contracts signed and checks begin being issued

Pool #4 - \$10 Million for multi-jurisdiction marketing:

- Monday, September 12: Applications open
- Friday, October 7: Applications close
- Week of October 10: Review Committee convenes to begin reviewing/scoring proposals
- October/November: Contracts signed and checks begin being issued

Tourism Development Incentive Program



Tourism Development Incentive Program

Project Examples:

- Horse Soldier Farms, LLC
- Stephen Foster, LLC
- The Broadway Building, LLC
- Log Still Distilling, LLC
- Kentucky Downs
- Churchill Downs
- Manchester Hotel



Tourism Development Incentive Program

\$1,000,000 minimum project development cost can recover 25% of development cost over 10 years for eligible tourism attractions such as:

- cultural or historical sites;
- recreation or entertainment facilities;
- areas of scenic beauty or distinctive natural phenomena;
- Entertainment Destination Centers;
- Kentucky Crafts and Products Centers;
- Theme Restaurant Destinations;

Tourism Development Incentive Program

Eligible Lodging Projects

- built with a tourism attraction and the tourism attraction cost more than the lodging facility; or
- rehabilitation of a historic structure; or
- restoration or renovation of a lodging facility having no less than 500 rooms with project costs exceeding \$10,000,000; or



Tourism Development Incentive Program

- construction, restoration, or renovation of a full-service lodging facility which is or will be a part of a major convention or sports facility with project cost exceeding \$5,000,000; or
- construction, restoration, or renovation of a facility which is or will be located within a 50-mile radius of a property located on the National Register of Historic Places with a current function of recreation and located within any of the 100 least populated counties in terms of population density
- Eligible Lodging Projects built on state or federal parks and recreational lands can recover up to 50% of development costs over 20 years

More information on the Tourism Development Fund Incentive Program please visit our webpage at: kentuckytourism.com/industry

| BRANDING & ASSETS | PROGRAMS | TRAINING | TOURISM RESOURCES |
|-------------------------------|---------------------------------------|---------------------------|---------------------|
| BRAND GRAPHIC STANDARDS | ARPA | LISTING/EVENTS TRAINING | RESEARCH |
| TOURISM SIGNAGE | MATCHING FUNDS PROGRAM | EVERYONE WELCOME TRAINING | KDT STAFF DIRECTORY |
| FY21 SPRING CAMPAIGN PLANNING | FY2023 CO-OP | | INTERNATIONAL |
| FY21 SPRING CAMPAIGN ASSETS | FY23 CO-OP SIGN UP | | GROUP TRAVEL |
| | KENTUCKY SPORTS MARKETING | | ADVENTURE TOURISM |
| | TOURISM DEVELOPMENT INCENTIVE PROGRAM | | CULTURAL HERITAGE |





Thank You

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